

**Employment**

**Accounting**

**Internal Auditor**  
Professional accounting firm seeks experienced internal auditor of various accounting systems. Position includes: Analyzing, Planning, and controlling financial operations. Must have a CPA, 5+ years of experience in a similar position. Send resume to: [hr@naplesnews.com](mailto:hr@naplesnews.com) or call: 263-4541.

**Employment**

**HOTEL/MOTEL/RESORT**

**A HARRIS TRANSITION FIRM OPENING**  
We are seeking a highly motivated individual to join our team. The successful candidate will be responsible for...  
Call: 263-4541

**Employment**

**Medical**

**Outpatient surgery center**  
We are seeking a highly motivated individual to join our team. The successful candidate will be responsible for...  
Call: 263-4541

**OPEN THE DOOR TO A GROWING CAREER WITH A MEDICAL ASSISTING DEGREE!**

Join us for the Career & Networking Fair

DATE: February 17, 2011  
LOCATION: Hotel Plaza, 2800 Champion Ring Road, Fort Myers, FL 33909  
TIME: 10 a.m. - 2 p.m.

**CALL TODAY!**  
800-653-3128  
[Rasmussen.edu](http://Rasmussen.edu)

**DEVOLVE CADILLAC**  
LUXURY AUTOMOTIVE SALES  
Southwest Florida's largest new and used Cadillac dealership is

# recruitment

Rate Card | Effective 12.31.10

## Rates per inch

Investment	Mon-Wed	Thu-Sat	Sun
open	\$73.18	\$75.45	\$86.77
\$5,000	\$65.86	\$67.91	\$78.09
\$10,000	\$64.03	\$66.02	\$75.92
\$12,500	\$63.30	\$65.26	\$75.06
\$15,000	\$62.93	\$64.89	\$74.62
\$17,500	\$62.57	\$64.51	\$74.19
\$20,000	\$61.84	\$63.76	\$73.32
\$30,000	\$60.74	\$62.62	\$72.02
\$40,000	\$60.01	\$61.87	\$71.15
\$50,000	\$59.64	\$61.49	\$70.72
\$60,000	\$59.28	\$61.11	\$70.28
\$70,000	\$58.91	\$60.74	\$69.85

## Repeat Discounts

2 ads 17.5%	4 ads 36.3%	6 ads 44.2%
3 ads 28.3%	5 ads 41%	7 ads 46.4%

Discounts apply to the same ads running in the Naples Daily News within a 7-day period.

## Color

25% of the cost of space.  
\$1,500 maximum per page

Other amounts and options are available. Please allow your representative to tailor a plan for your business.

\*circulation figures provided by abc annual audit of 12 months ending 3/31/10.

# Read. Advertise. Grow.

## What's Inside:

Inside the Naples Daily News you will find local daily content that keeps you informed. Our sections include Main, Community, Sports, Neapolitan and Classified. Check out our Jobs section everyday under Classified. We've partnered with **monster**<sup>®</sup> giving you greater access to post positions that need to be filled.

## Target Audience:

11% of Naples and South Lee County's current workforce claim they will be looking for a new job next year, and each week three-quarters of these employment candidates read the Naples Daily News in print or online each week.

## Circulation

Rack distribution and home delivery  
Monday-Saturday 59,718 | Sunday 68,813

## Deadlines

<b>Monday -</b> Thursday 5 pm	<b>Friday -</b> Tuesday 5 pm	<b>Digital Digest and</b> <b>Coupon wrap</b> <b>( Sun )</b>
<b>Tuesday -</b> Thursday 5 pm	<b>Showcase ( Fri )</b> Monday noon	<b>Friday</b> <b>( 9 days prior )</b>
<b>Wednesday -</b> Friday 5 pm	<b>Saturday -</b> Tuesday 5 pm	<b>5 pm</b>
<b>Thursday -</b> Monday 5 pm	<b>Sunday -</b> Wednesday 5 pm	

Source: The 2010 Scarborough report, Release 2

1100 Immokalee Rd.,  
Naples, Florida 34110  
239.262.3161



# Naples Daily News

[naplesnews.com](http://naplesnews.com)

Read. Learn. Share.